

RAISING AWARENESS CAMPAIGNS THE EXPERIENCE OF THE REPUBLIC OF MOLDOVA

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AGEPI



- Observatory on Enforcement of Intellectual Property Rights was created in 2011 within the AGEPI, in accordance with the Action Plan for implementing the European Commission Recommendations on the establishment of a Deep and Comprehensive Free Trade Area (DCFTA) between the Republic of Moldova and the European Union, approved by Government Decision no. 1125 of December 14, 2010 (Chapter 9, para. 2 - Intellectual Property Right).



Observatory's activities - priority trends:

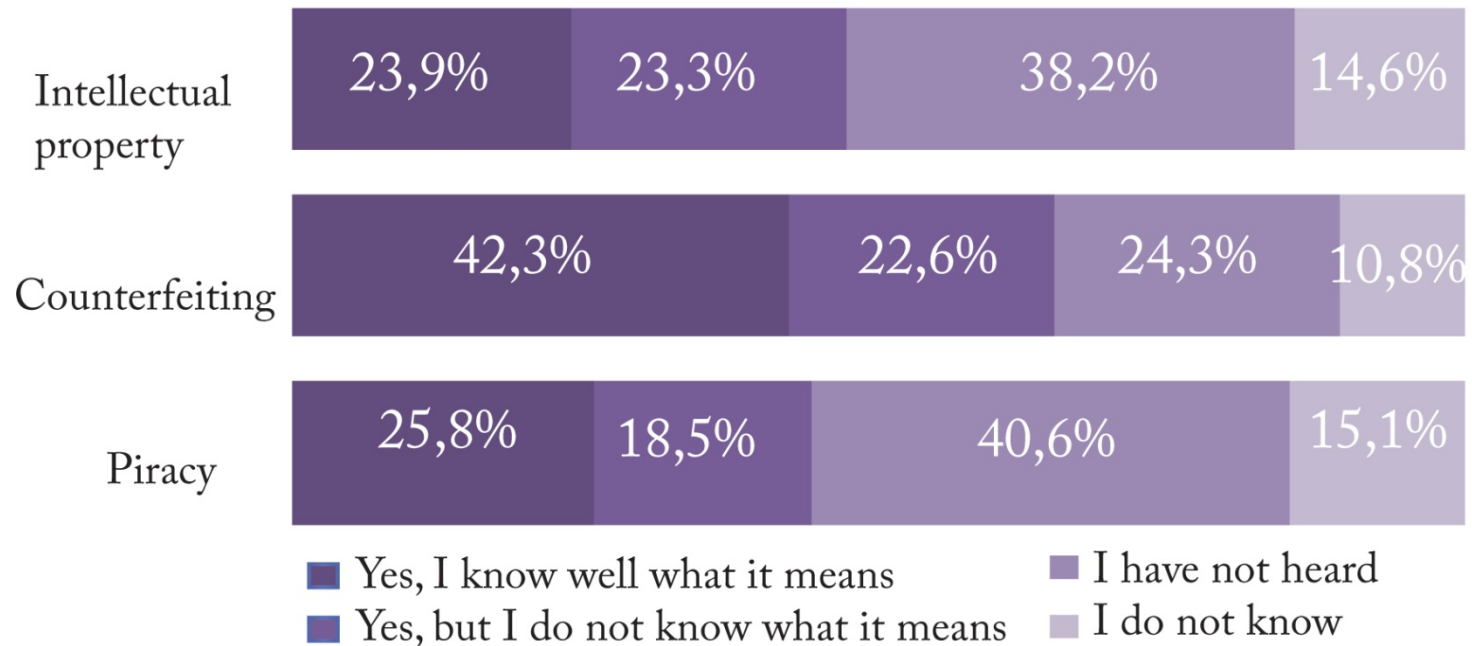
1. Monitoring enforcement of intellectual property rights
- 2. Promoting enforcement of intellectual property rights**
3. Cooperation with public authorities and right holders
4. Informing the World Trade Organization (WTO) on the implementation of the TRIPS Agreement



Public Consumer Awareness Campaign “STOP Piracy and Counterfeiting!” (2012)

Campaign launch was preceded by a **survey** to assess consumer knowledge of the problems of counterfeiting and piracy, but also their attitudes to the risks and consequences of these phenomena.

Notoriety of concepts



Main actions awareness campaign (2012)

- Sending of the campaign message in the written and online press, Radio and TV broadcasts
- Organization of a flash mob in downtown with the participation of over 200 people
- Launch and maintenance of the website www.stoppirateria.md
- Distribution of promotional materials
- Placement of billboards (5 billboards, 7 months in 5 sectors of Chisinau)



National Pupil Awareness Campaign on Counterfeiting and Piracy Phenomena (2014)

3 March 2014 – launching of the National Pupil Awareness Campaign on Counterfeiting and Piracy Phenomena in the Republic of Moldova

Organizers:

- State Agency on Intellectual Property
- Ministry of Education of the Republic of Moldova
- Directorate General for Education, Youth and Sport of the Chisinau municipality



Main objectives:



- Improving the level of general education of pupils on intellectual property;
- Raising the level of awareness by the younger generation of the need for enforcement of IP rights;
- Informing the young generation about the negative effects of counterfeiting and piracy;
- Shaping the perception of the younger generation on counterfeiting and piracy phenomena and identifying ways to minimize them.



Pupil Awareness Campaign on Counterfeiting and Piracy Phenomena in the Republic of Moldova



Objectives

- ⇒ to raise awareness of the younger generation on the need to respect intellectual property rights
- ⇒ to inform younger generation on the negative effects of the counterfeiting and piracy
- ⇒ to shape the perception of the younger generation on counterfeiting and piracy phenomena and to identify possible means to minimize them

pupils of the IX-XII classes from High schools of Chisinau city, capital of the Republic of Moldova

Target group

Campaign period and length

2014

| April | | | | | | | May | | | | | | | September | | | | | | | October | | | | | | | | | | |
|-------|----|----|----|----|----|----|-----|----|----|----|----|----|----|-----------|----|----|----|----|----|----|---------|----|----|----|----|----|----|----|----|----|----|
| M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | | | | |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |

- ⇒ number of the involved high schools - 50 (de facto - 68)
- ⇒ number of the implied pupils - 5000 (de facto - 6400)
- ⇒ number of the questionnaires completed under the opinion poll - 4500 (de facto - 5854)

Performance Indicators

Implementation means:

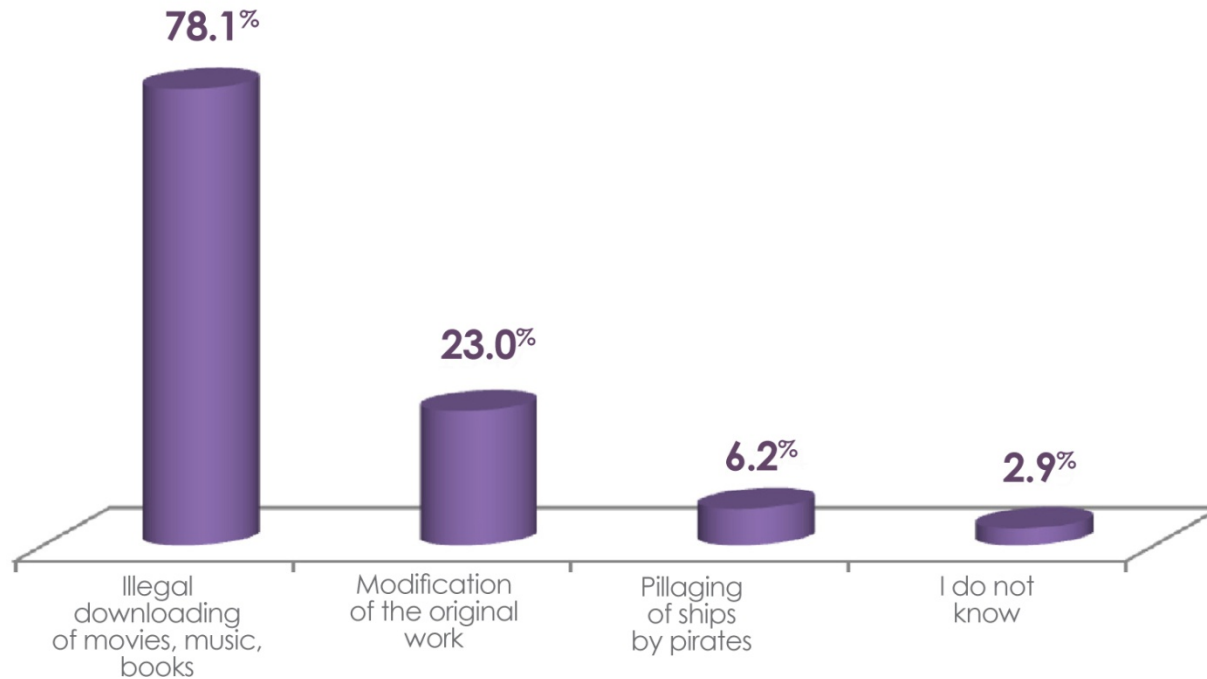
- thematic lesson;
- video advertising spots;
- promotional materials among pupils;
- consultations;
- exhibition of counterfeit products;
- drawing and parody contest about the consequences of counterfeiting and piracy.



Survey: pupils' knowledge, perception of the phenomena of piracy and counterfeiting

(5,854 respondents)

What is piracy?

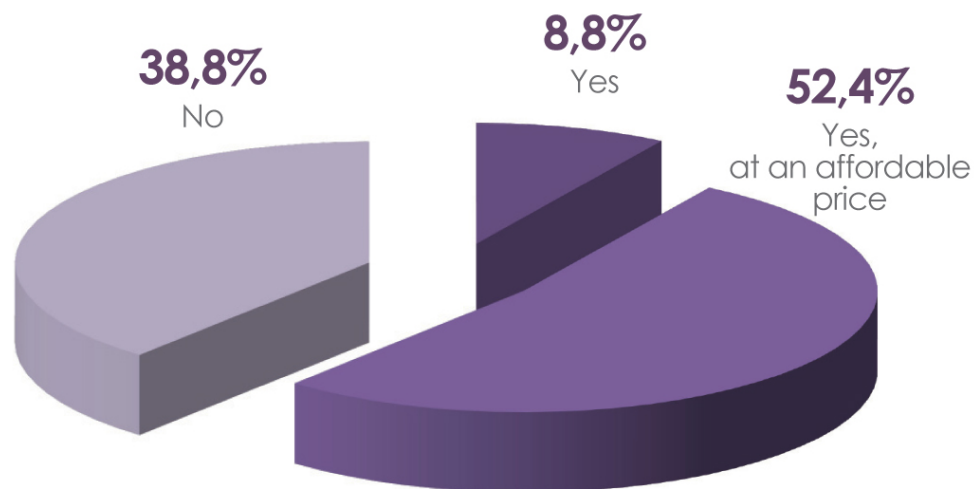


Survey: pupils' knowledge, perception of the phenomena of piracy and counterfeiting

(5,854 respondents)

The extent to which respondents are willing to respect copyrights

3582
of respondents
are willing to respect
copyright



Autumn Camp

- introduction to the activities of AGEPI;
- discussion on piracy with well-known authors and performers from Moldova;
- a visit to the largest cosmetics company in the country to get acquainted with the process of innovation and branding, and
- a visit to a TV station with a view to understanding the complexity of creation.



Successful campaign needs:

- Strategic view
- Cooperation among involved institutions
- Implication of the rights holders
- Clear and adapted messages to the public



For more information:

www.stoppirateria.md

